

Report Hungary 2014

Hungarian Art Cinema Association, Edit Bakos et Tibor Biro

The most important issue of the Hungarian art cinemas recently has been the digital transition. The program was initiated three years ago by the Ministry of Human Resources (EMMI) and art cinemas owned by local governments were eligible for funding digital development in 2014. The terms were really favorable, the applicants had to provide only 25 percent retention, as a result of which the digital transition of art cinemas has been achieved. The ministry provided 333.333 Euro in the year of 2014 too to ten art cinemas for digital transition and 126.000 Euro for the professional work of art cinemas.

The National Cultural Fund of Hungary supported the organization of oeuvre series, film weeks and national film days, giving away approximately 2000 Euros/cinema.

The general data provision and statistic system is still not standardized therefore we are unable to access national statistic data. Based on the information given by the members of the Hungarian Art Cinema Association the number of art cinema-goers rose by 30-35 percent in 2014. In terms of art cinemas situated outside of the capital the digital transition had a significant role in increasing their popularity among cinema-goers, for the cinemas are able to screen new movies right around their premiere and they can provide the viewers with a more flexible and colorful program. The website and the Facebook site of the Hungarian Art Cinema Association has also be launched in 2014.

The Association organized two professional events in 2014. In September a meeting has been held at the Jameson CineFest International Film Festival of Miskolc on the situation of art cinemas, while in November the members of the association visited Slovakia and the Czech Republic to exchange views and familiarize with the work of art cinemas in several cities.

As an example we present the number of admissions in the art cinemas operated by the Budapest Film Zrt. (Művész, Puskin, Toldi, Tabán):

Number of admission		
2013	2014	Change between two years
252892	325004	128,5%

The most popular films in 2014
1.A Grand Budapest Hotel (The Grand Budapest Hotel) US
2.Van valami furcsa és megmagyarázhatatlan (For Some Inexplicable Reasons) HU
3.Fehér Isten (White God) HU
4.Nimfomániás 1. rész (Nymphomaniac: Volume I) DK
5.Utóélet HU
6.Srácok (Boyhood) US
7.Az eltűnés sorrendjében (In Order of Disappearance) NO-SUI

Miskolc, 16th April 2015.